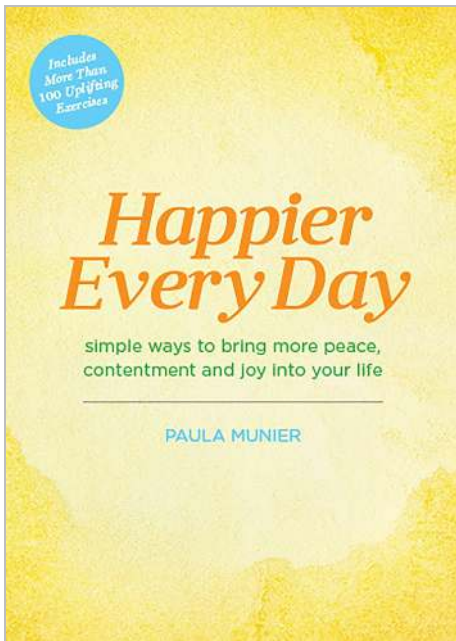




 MEDIA LAB
BOOKS

WINTER 2019 CATALOG



Happier Every Day

Simple ways to bring more peace, contentment and joy into your life

Paula Munier

In Happier Every Day, author and yoga instructor Paula Munier helps readers cultivate happiness, with easy exercises that transform the science of happiness into action.

Happiness. Contentment. Peace of mind. These are the qualities of life that people long for today, even as they seem harder than ever to attain.

In Happier Every Day, author and yoga instructor Paula Munier details a simple yet comprehensive approach to cultivating happiness, including the most recent data and discoveries, all distilled into layman’s terms. Readers will also find dozens of practical, easy-to-implement exercises and activities that cover both the well-known (hygge, feng shui, law of attraction, yoga, decluttering, etc.) and more obscure techniques (forest bathing) for achieving happiness.

A joyful, lovely book, Breathe Deep, Be Happy can be picked up as needed to help calm one's heart, or read from front to back as one would a daily devotional. It provides a sound beginning to each day, helping readers to put themselves in a state of mind where they'll be open to happiness.

Paula Munier is a practicing yoga instructor, creativity coach, and literary agent. A popular writing instructor and speaker, she has authored or co-authored more than a dozen books. As an Editorial Director, she has overseen such titles as 365 Ways to Live the Law of Attraction, 365 Ways to Live Happy, The Everything Law of Attraction, and Train Your Brain to Get Happy. Her first hardcover mystery, A Borrowing of Bones, will be published by Minotaur Books in Fall 2018.

SELF-HELP / PERSONAL GROWTH / HAPPINESS

Media Lab Books | 3/19/2019
 9781948174077 | \$16.99 / \$22.50 Can.
 Hardcover Paper over boards | 288 pages
 7 in H | 5 in W
 50 black and white illustrations and/or photos

MARKETING

Full-page ad campaign in series of Winter/Spring 2019 special interest bookazines (140K ave. circ)
 Press kits and ARCs sent to major media and special interest online media
 Featured in Library Journal ad
 Facebook ad campaign



**COOKING / BEVERAGES /
ALCOHOLIC**

Media Lab Books | 4/30/2019
9781948174107 | \$16.99 / \$22.50 Can.
Hardcover | 96 pages
8 in H | 6 in W
150 color illustrations and/or photos

MARKETING

Author to be interviewed on The Speakeasy, a radio show and podcast devoted to drinking, mixology, wine and spirits with more than one million followers. Book advertised in four Newsweek special interest publications prior to and during launch of the book; average circ. of 150,000. Press kits and galleys sent to high profile lifestyle media with a focus on eating and drinking, particularly those which might appeal to millennials.

Find Your Wine

A fun and easy guide to selecting the right wine, every time

Kaytie Norman, Nick Johnson

This hip and eye-catching "populist" guide to wine teaches readers how to select, describe, pair, buy and discuss wine with ease and confidence using simple flavor profiles.

For many, wine can be an overly complex, intimidating and – dare we say it – mysterious topic. And while it's true that there are things about wine that can be overwhelming for beginners, Find Your Wine skips such topics in favor of a simple flavor-related focus that puts the reader's personal preferences at the forefront, enabling them to buy and talk about wine, discover what they like, and much more, without depending on an understanding of Old World vs. New World, the merits of one region over another, and other dense criteria.

The book might suggest, for example, "Do you like Merlot? Great. You'll love Bordeaux." But then it will go on to explain why that is. By organizing the book by flavor profile (i.e. Bold, Crisp, Smooth, Buttery, Fruity, Bright, Sweet, Jammy, etc.), readers will establish a point of reference that informs every decision they make about what wine to drink when.

They'll learn how to describe what they're looking for and the kinds of wines they like at a wine shop or to a server. Or if they're on their own, they'll know how to pick something for a dinner or date that's certain to be a crowd pleaser. They'll also learn how to explore new wines with confidence, by first working off of the flavors they know they like.

Nick Johnson is a veteran of the New York wine and spirits industry. He learned the business from the ground up, with stints at Frederick Wildman & Sons Ltd. and Sherry-Lehmann, Manhattan's famed wine shop, where he advises clients to help them find the perfect wine, every time.

Kaytie Norman is a writer and editor. She has ghost-written more than a dozen non-fiction books, as well as numerous special interest publications.

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